

**IN THE SPECIFICATION:**

Please replace the paragraph beginning on page 6, line 14, with the following amended paragraph:

Upon receipt of a new customer inquiry from one of clients 102a ... 102n, an attendant may receive the incoming telephone call via automatic call distributor 106 or other contact and call up a non-product specific interface 242 on service interface 120, such as the hierarchical interface illustrated in Figure 2. As shown in that figure, the attendant operating the service work station 108a ... 108n may view a variety of high-level categories of information that may be used to service the client inquiry, below which lower-level categories may be accessed to respond to specific client needs. As illustrated in Figure 2, the high-level categories may include product basics 202, B/D information 204, operations information 206, ~~respective~~ prospectus information 208, federal tax information 210 and team listing default information 220.

Please replace the paragraph beginning on page 8, line 8, with the following amended paragraph:

As illustrated in Figure 3, the service interface 120 may ~~[[be]]~~ present the service attendant with a variety of detailed information on individual mutual fund or other searchable, particular financial products in response to specific inquiries. As shown in Figure 3, an attendant at service workstation 108a ... 108n may click to a fund-specific information page containing a variety of information fields related to that particular product, for example including a fund tree 304 indicating species of funds available within a given provider, a pricing and yield ~~seal~~ field 306 to indicate net asset value (NAV) and other information, a yield field 308 to indicate percent returns, a break point field 310 to indicate various investment levels and a ~~winkable~~ linkable product basic 312 to indicate further available information for that product.

Please replace the paragraph beginning on page 9, line 8, with the following amended paragraph:

An overall flow chart of processing according to the invention is illustrated in Figure 4. In step 402, processing begins. In step 404, a service attendant logs in and/or is authenticated to operate the service workstation 108a ... 108n on which ~~their~~ they are working. In step 406, a service inquiry may be received from a client via the automatic call distributor 106. In step 408, the service attendant may interact with customer to determine the nature and details of their inquiry. In step 410, the service attendant may navigate to an appropriate location on service interface 120, such as to non-product specific interface 242 or product-specific interface 302. In step 412, service attendant may execute a service query via the transaction server 112 according to the customer's questions.